

Generative AI Applications: Fueling Growth Across Sectors

- The global generative AI (GenAI) market is expected to reach \$109.37 billion by 2030 at a CAGR of 35.6%.¹
- Four areas—customer operations, marketing and sales, software engineering, and R&D—collectively account for about 75% of the value that generative AI could offer.²

Executive Insights and Outlook

74%

74% of global executives see generative AI benefits outweighing concerns.³

21%

21% anticipate industry disruption due to generative AI.³

40%

40% of organizations have teams and budgets for generative AI.³

49%

49% are considering establishing teams and budgets within 12 months.³

Applications of Generative AI

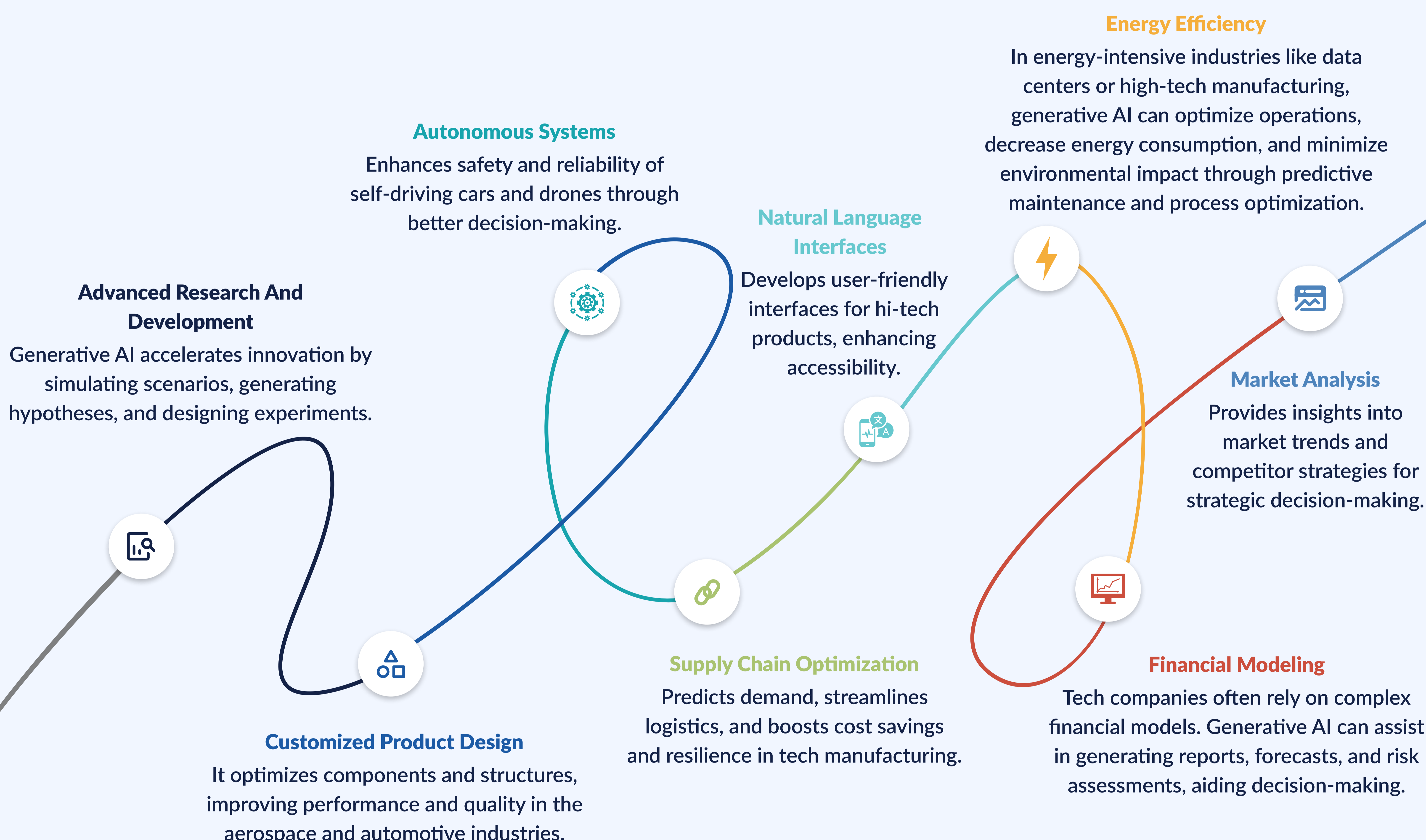
38%

According to 38% of global executives, their primary motivation for investing in generative AI is to improve customer experience and retention. Other reasons include revenue growth (26%), cost optimization (17%), and continuity of operations (7%).⁵

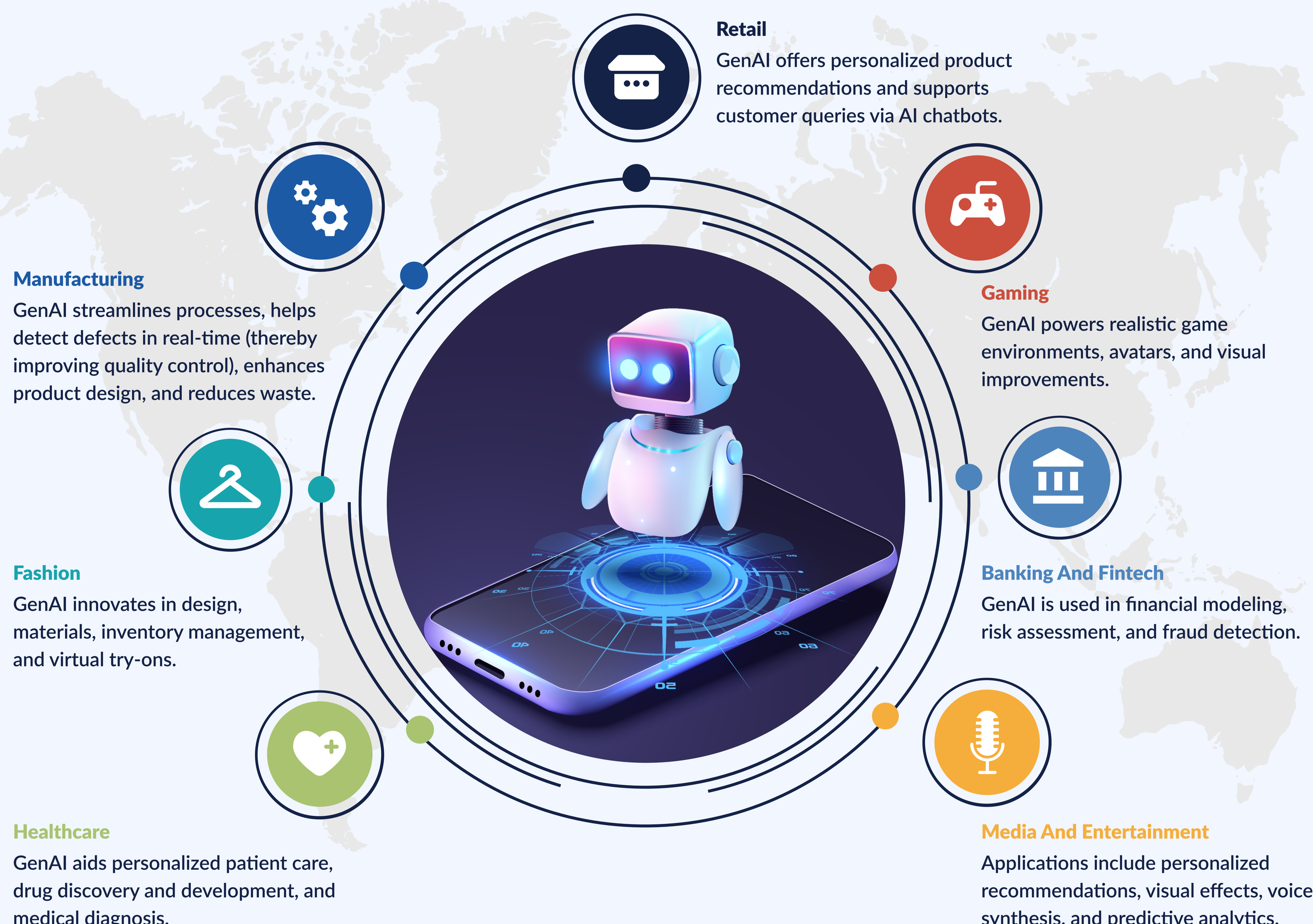
30%

By 2025, large enterprises will employ AI-generated content in 30% of their outbound marketing messages, up from less than 2% in 2022.⁶

GenAI in the Tech Industry



GenAI Innovations in Other Business Sectors



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